GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2541
ANSWERED ON:18.03.2008
EXPENDITURE ON ADVERTISEMENT
Pallani Shamy Shri K.C .

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the expenditure on advertising by various Government departments/public undertakings has been increasing;

(b) if so, the details thereof, alongwith the reasons therefor during each of the last three years, till date, State-wise;

(c) whether any direction has been issued to all the Government departments/public undertakings to route their advertisements through Directorate of Advertising and Visual Publicity;

(d) if so, the details thereof;

(e) whether there is any proposal to ease the eligibility conditions for empanelment of newspapers to promote those published in remote areas and Regional languages;

(f) if so, the details thereof; and (g) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) & (b): Yes Sir. The expenditure on advertising by various Government Departments/Public Sector Undertakings (PSUs) has been increasing over the last three years due to greater number of media campaigns and enhancement of advertisement rates. State-wise details of expenditure during the last three years are at Annexure.

(c)& (d) : As per the Advertisement Policy of the Government effective from 2nd October, 2007, all Central Government Ministries/Departments shall route their advertisements, including display advertisements, through Directorate of Advertising and Visual Publicity (DAVP).However, they may issue tender notices directly to empanelled newspapers only at DAVP rates. PSUs/ Autonomous Bodies and Societies of Government of India may issue all advertisements directly at DAVP rates to empanelled newspapers as per norms.

(e), (f) & (g): No Sir. In the Advertisement Policy effective from 2nd October, 2007 eligibility conditions for empanelment of newspapers have already been relaxed for newspapers in languages like Bodo, Garhwali, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages/dialects as certified by State Government or newspapers published in J&K, Andaman & Nicobar Islands and North Eastern States to 6 months of regular and uninterrupted publication and 500 copies of paid circulation. Further, in case of all regional and other language small & medium newspapers, the qualifying period shall now be 18 months.